

**AGENDA**  
**VOI Community of Practice Kickoff Meeting**  
**May 4, 2016 | 10:00 AM – 11:30 AM**  
**Room: SSMC3 15700 | Call-in number: 800-779-9660 | Passcode: 542-9511**

**\*In attendance**

Jeffery Adkins\* NOAA  
Gary Anderson\* NIST  
Sarah Cline  
Denna Geppi\*  
Jamie Kruse  
Haydar Kurban\*  
Lou Nadeau\*  
Michelle McClure  
Ben Miller\*  
Marilyn Murphy\*  
Toni Parham\*  
Emily Pindilli\*  
Tracy Rouleau\*  
Sarah Ryker  
Carl Shapiro\*  
Ben Simon  
Adam Smith\*  
Valerie Were\*

**Summary of Action Item(s)**

- **Compile shared Value of Information Studies into spreadsheet.**
- **Revise Value of Information Workshop Report**

**General**

- Needs assessment: We need more information on the value of our products and services.
- Advancing the ways we determine this information and the ways in which we work with our partners.

**Meeting Convenes. Roll call etc. (Rouleau)**

**Tracy called the meeting to order and took attendance.**

- Participants discussed their interests: Valuation issues in regards to weather, satellites.

- Where this idea came from: the NOAA/USGS held a workshop in March. The focus of this workshop was on satellite observations.
- **Two goals of this meeting:**
  - (1) Discuss the objectives that the steering committee came up with based off of some of the things that they heard.
  - (2) Understand what constitutes successes, what is it that we all really want to get.

### **Recap: (Adkins)**

- 40 participants were present at the workshop.
- The workshop was organized around two break out session:
  - (1) Identifying Programmatic Needs
  - (2) Identifying Methodological Needs/State of the Practice
    - How is society better because of our information?
    - The importance of understanding private sector information to our value change.
- The second breakout session:
  - Criteria for a good VOI study.
- Information is one of the important products. USGS land cover and streaming information.
- If we are using taxpayer money to get information we need to:
  - (1) Measure this value which allows us to gather the cost of this information, it is good for justifying budgets and helps up dig into activities
  - (2) And fixing them is the other side of this it helps us measure value and it gives us the information that we need to increase the value.

### **Recap of OCED Paris: Data to Decisions: Valuing the Social Benefits of Geospatial Information (Shapiro)**

- Ways to understand the benefits that come due to geospatial information and natural disasters to make decisions.
- Most caucuses were interested.
- There is a need to start addressing some critical issues.
- We need to figure out how to demonstrate this information and get it to.
- Carl then shared the 2014 USGS open file report to this community.
- There is a strong need for a US community, and for this community of practice to formulate
- We need to make a connection between our body and the international work.

### **Discussion**

- The meat of this: what do we want to do and what do we want to get out of this.
- Share work that COP members know of that this group is not aware of.

- As a group, we need to have some sense of what the current state of practice is.

### **Identification of Current VOI Studies**

- The discussion was opened up to the group to discuss VOI studies that they know of.

### **VOI Studies Discussed**

- Mark Rotensang:
  - o The forecast in India and how this improves farmer user.
  - o Forecasting profitability.
- Jeff Shrater:
  - o Working on a paper on the adaptation things
  - o How does information help with adaptation.
  - o Looking at how El Niño forecasts are used by fishing industries in order to produce efficiency.
- Volnaci:
  - o Advanced warnings have HUGE societal benefits, we don't know what those benefits are, what are the critical issues, how do we value information of this stature.
  - o How do we understand benefits that we know exist, however we have never quantified? This is an issue we are facing.

### **Discussion of VOI studies from Participants**

- Ben Miller:
  - o Looking at NOAA weather radios and the use of these.
  - o Tech 1 and tech 2 stuff.
- Haydar:
  - o Economic impacts of modeling, impacts and benefits have been overestimated. Measure the benefits to combine the GDP. How do you quantify how to minimize people's risks?
- Gary:
  - o NIST; we do not have a good understanding of who our stakeholders are. We have not done so much work here yet. We have been working on (1) identifying the economic impacts, we have one large project in this regards. We are having a challenge understanding how agencies are participating in technology transfer. We have taken a very board definition of technology transfer. It is critical that we encompass the NOAA and USGS efforts to understand the importance of its data products. Make sure there is room in the tech transfer world to understand interagency research and development, and transfer this to the private sector and universities.
  - o This is a methodological overview and empirical analysis. The value of these data projects.

- o Anything that is explained in the information in regards to how this knowledge is transferred to non-feds is a primary interest.
- Tracy:
  - o Economists like to get in the room and talk economics. The value is tying these economists to the stakeholders.
  - o Do folks know of things besides strict VOI studies that ascertain who are customers are? If we are not talking our users and not understanding what their needs are.
  - o Beyond stick economic studies? Are there studies that folks know about regarding who is using this observational data and scientific information?
- Adam:
  - o NOAA NWS has tracked WWA, how these are propagated ahead of storms, and what this means. The prime lead time for a tornado warning is 30 minutes, 2 hours is too much time. They are getting close to this optimal time within 30 minutes.